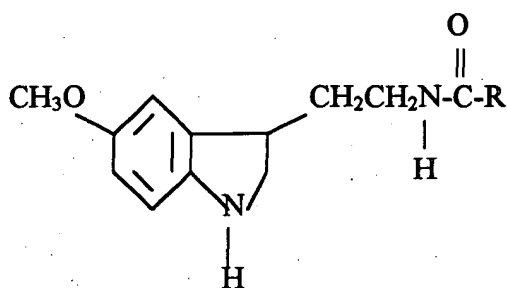


WE CLAIM:

1. A method for cosmetically treating human keratinous surfaces to ameliorate the adverse effects of aging and environment thereon by modulating keratinization of superficial epithelial cells forming said keratinous surfaces, comprising contacting said keratinous surfaces with a lipophilic keratinization modulating compound in a cosmetically acceptable carrier.
2. The method of claim 1 wherein the lipophilic keratinization modulating compound is receptor inactive.
3. The method of claim 2 wherein the lipophilic keratinization modulating compound is a methoxytryptamine compound substituted with a lipophilic radical.
4. The method of claim 3 wherein the methoxytryptamine compound has the general formula:



wherein R is a C11 to 19 linear or branched, saturated or unsaturated, alkyl, that may be substituted with one or more hydroxyl groups.

5. The method of claim 1 wherein the keratinous surface is skin, nails, or hair.
6. The method of claim 5 wherein the keratinous surface is skin, and the cosmetic composition is a lotion, cream, gel, or serum.

7. The method of claim 6 wherein the cosmetic composition is a water and oil emulsion cream.

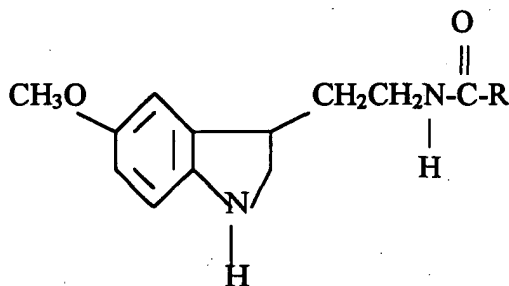
8. The method of claim 7 wherein the cream additionally comprises one or more polymeric film forming agents.

5 9. A method for modulating keratinization in human superficial epithelial cells forming human keratinous surfaces, comprising applying to said keratinous surfaces a cosmetic composition comprising a lipophilic, keratinization modulating compound in a cosmetically acceptable carrier.

10 10. The method of claim 9 wherein the lipophilic keratinization modulating compound is receptor negative.

11. The method of claim 10 wherein the lipophilic keratinization modulating compound is a methoxytryptamine compound.

12. The method of claim 11 wherein the methoxytryptamine compound has the following general formula:



25 wherein R is a C11 to 19 linear or branched, saturated or unsaturated, alkyl, that may be substituted with one or more hydroxyl groups.

13. The method of claim 12 wherein the methoxytryptamine compound is palmitoyl-methoxytryptamine.

14. A cosmetic composition for application to human keratinous surfaces comprising a receptor negative, lipophilic methoxytryptamine compound in a cosmetically acceptable carrier.

15. The composition of claim 14 which is a skin lotion or cream in the water and oil emulsion form.

16. The composition of claim 15 wherein the skin lotion or cream comprises, by weight of the total composition:

0.001-30% of a lipophilic keratinization modulating compound,

1-95% water; and

10-85% oil.

17. The composition of claim 16 further comprising 0.01-65% by weight of the total composition of one more silicone polymers.

18. The composition of claim 17 wherein the silicone a nonvolatile silicone, a volatile silicone, or mixtures thereof.

19. The composition of claim 16 further comprising 0.01-15% by weight of the total composition of one or more polymers from ethylenically unsaturated monomers.

20. The composition of claim 15 which is selected from the group consisting of skin lotion, skin cream, makeup, hair conditioner, skin cleansing composition, hair cleansing composition, and mascara.